



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Sanders, et al.	
Application No.: 10/776,069	Art Unit: 2168
Filed: 2/11/2004	Examiner: Jay A. Morrison
Title: An Improved Internet Directory System	
Attorney Docket No.: 50160	

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO ANSWER  
Mailed 5/11/2010 and 5/20/2010

The Answer clarifies a key issue, relating to all independent claims, and applicant appreciates the Examiner's effort to clearly state the clarification. For the clarification in the Response to Argument section, see Answer page 16-17 the first paragraph of Section 10.

**Key Issue:** the broadest reasonable interpretation, read in light of the specification, of "service mark," as found in independent claim 1:

**"the CDWs being identified as participating in the System by the display by each CDW of a common licensed service mark, or a common URL portion functioning as a service mark, the common service mark being displayed by the hundreds of CDWs to indicate participation in a unique source of an internet directory system."**

and as found in independent claim 22:

**"licensing and displaying a URL portion or a mark as a service mark by the directory website, the mark functioning as a service mark common to the hundreds of participating CDWs, identifying said directory website as a participating Category Directory Website in a unique source of an internet directory system."**

(Emphases Supplied)

The Examiner submits (see Answer page 17 line 2) that the broadest reasonable interpretation of "service mark" is: "a common term which indicates a particular service offered." Consistent with that position, "buy-online" is a common term which indicates a service offered, e.g. being able to make a purchase while online. By analogy, a "customer service" sign in a store would function similarly, as would a "pick up your take-out order here" sign in a restaurant.

In use of "service mark" above, applicant did not intend the Examiner's interpretation.